

Lower Woodward

Lower Woodward is generally bounded by the Ford Freeway (I-94) to the north, the Fisher Freeway (I-75) to the south, the Chrysler Freeway (I-375) to the east and Lodge Freeway (M-10) to the west. This area includes Wayne State University, the Cultural Center, Medical Center, and is immediately north of the Central Business District and south of the New Center area.

Between 1990 and 2000 the area had a slight growth in population. Over a quarter of the population are college graduates. Ninety-seven percent of the housing units are renter occupied. Reflective of the student population, more than half of Lower Woodward's households earn less than \$15,000 per year.

□ Neighborhoods and Housing

Issue: The area has a diverse mix of income levels. Due to redevelopment projects, availability of affordable housing is a concern. There has been substantial infill development in the northeast corner and the Brush Park area (in the southeast corner).

GOAL 1: Rebuild neighborhoods

Policy 1.1: Target Brush Park for infill housing consistent with the remaining housing stock, including owner- and renter- occupied units with a mix of market rate and affordable housing

GOAL 2: Increase residential density

Policy 2.1: Develop Woodward and Cass as high-density mixed-use corridors with housing and ground-floor commercial.

□ Retail and Local Services

Issues: Retail along the area's thoroughfares is limited. The retail corridors have potential due to proximity to the central business district, cultural center and Wayne State University, as well as anticipated growth and high-density housing.

GOAL 3: Increase the vitality of commercial thoroughfares

Policy 3.1: Along Woodward, encourage high density mixed uses complimentary to the area’s cultural anchors.

Policy 3.2: Along Cass, develop a compatible mix of locally serving small businesses along with businesses complimentary to the area’s cultural anchors.

❑ **Transportation and Mobility**

Issue: The cultural center is isolated from other nearby activity centers such as the Central Business District. The cultural attractions along the Woodward corridor lack sufficient links to the central business district and other entertainment, cultural and tourist venues.

GOAL 4: Provide transportation options

Policies 4.1: Develop transit links from the Cultural Center to the Central Business District and other area attractions.

❑ **Historic Preservation**

Issue: Many buildings and sites are aesthetically significant and/or have histories tied to the City’s origins and social and economic milestones. The number of vacant buildings creates challenges regarding their preservation and reuse.

GOAL 5: Adaptive reuse and preservation of historic buildings and sites

Policy 5.1: Give high priority to the preservation of historic buildings, especially the restoration and rehabilitation of building facades.

Policy 5.2: Ensure aesthetic compatibility between new and existing structures and sites.

❑ **Arts and Culture**

Issue: The area has the region’s largest concentration of cultural facilities, including: the Detroit Institute of Arts, Orchestra Hall, the Detroit Public Library and Wayne State University.

GOAL 6: Ensure that the Cultural Center remains the regional focus for cultural institutions and events.

Policy 6.1: Attract complimentary cultural and entertainment venues in proximity to the area's institutions.

❑ **Health and Social Services**

Issue: The southwest corner of the area (the Cass Corridor) contains a number of social services facilities providing much needed services for people throughout the region.

GOAL 7: Increase access to social services

Policy 7.1: Monitor the concentration of social service facilities to determine methods to meet the needs of residents in the area and to provide services in other areas throughout the region.

❑ **City Design**

Issues: Woodward is a regional thoroughfare and a gateway into the City's center. Woodward's appearance creates a significant impression about the entire Detroit region. The activity nodes along Woodward lack identity and distinction.

GOAL 8: Promote major thoroughfares as attractive gateways to the City

Policy 8.1: Recognize and protect distinctive urban vistas along Woodward to the Central Business District.

GOAL 9: Identify and distinguish activity nodes

Policy 9.1: Develop design guidelines to promote linkages among and to the various cultural and entertainment districts.

2000 Census - Demographic Profile



Neighborhood

Lower Woodward

Total Population

17,254

1990 Population

16,692

1990 to 2000 Change

562

Percent Change

3.37%

Race

White Only

3,316

19.22%

Black or African American
Only

11,993

69.51%

American Indian and Alaska
Native Only

42

0.24%

Asian Only

1,323

7.67%

Native Hawaiian and Other
Pacific Islander Only

0

0.00%

Other Race Only

99

0.57%

Two or More Races

481

2.79%

Hispanic Origin

Hispanic Origin (Any Race)

313

1.81%

1990 Hispanic Origin

239

1990 to 2000 Change

74

Percent Change

30.96%

Gender

Male

9,236

53.53%

Female

8,018

46.47%

Educational Attainment

Population 25 or older

11,963

69.33%

HS Graduate or Higher

8,048

67.27%

Assoc. Degree or Higher

3,058

25.56%

Age

Youth Population
(Under 18 Years Old)

3,002

17.40%

1990 Youth Population

1,965

1990 to 2000 Change

1,037

Percent Change

52.77%

0 to 4 Years Old

899

5.21%

5 to 10 Years Old

1,064

6.17%

11 to 13 Years Old

414

2.40%

14 to 17 Years Old

625

3.62%

18 to 24 Years Old

2,289

13.27%

25 to 44 Years Old

6,272

36.35%

45 to 64 Years Old

3,664

21.24%

65 Years Old and Older

2,027

11.75%

Households

Households

8,482

Average Household Size

1.76

Population in Group Quarters

2,293

13.29%

Population in Households

14,961

Family Households

2,512

29.62%

Married Couple Family

784

31.21%

Female Householder Family

1,480

58.92%

One Person Households

5,005

59.01%

Housing Units

Housing Units

10,206

1990 Housing Units

12,423

1990 to 2000 Change

-2,217

Percent Change

-17.85%

Vacant Housing Units

1,735

17.00%

Occupied Housing Units

8,471

83.00%

Owner Occupied

221

2.61%

Renter Occupied

8,250

97.39%

Housing Value

Owner Occupied Units

118

Less Than \$15,000

0

0.00%

\$15,000 to \$29,999

11

9.32%

\$30,000 to \$49,999

6

5.08%

\$50,000 to \$69,999

21

17.80%

\$70,000 to \$99,999

25

21.19%

\$100,000 to \$199,999

36

30.51%

\$200,000 or More

19

16.10%

Household Income

Less Than \$10,000

3,313

39.06%

\$10,000 to \$14,999

1,046

12.33%

\$15,000 to \$24,999

1,446

17.05%

\$25,000 to \$34,999

921

10.86%

\$35,000 to \$49,999

802

9.46%

\$50,000 to \$74,999

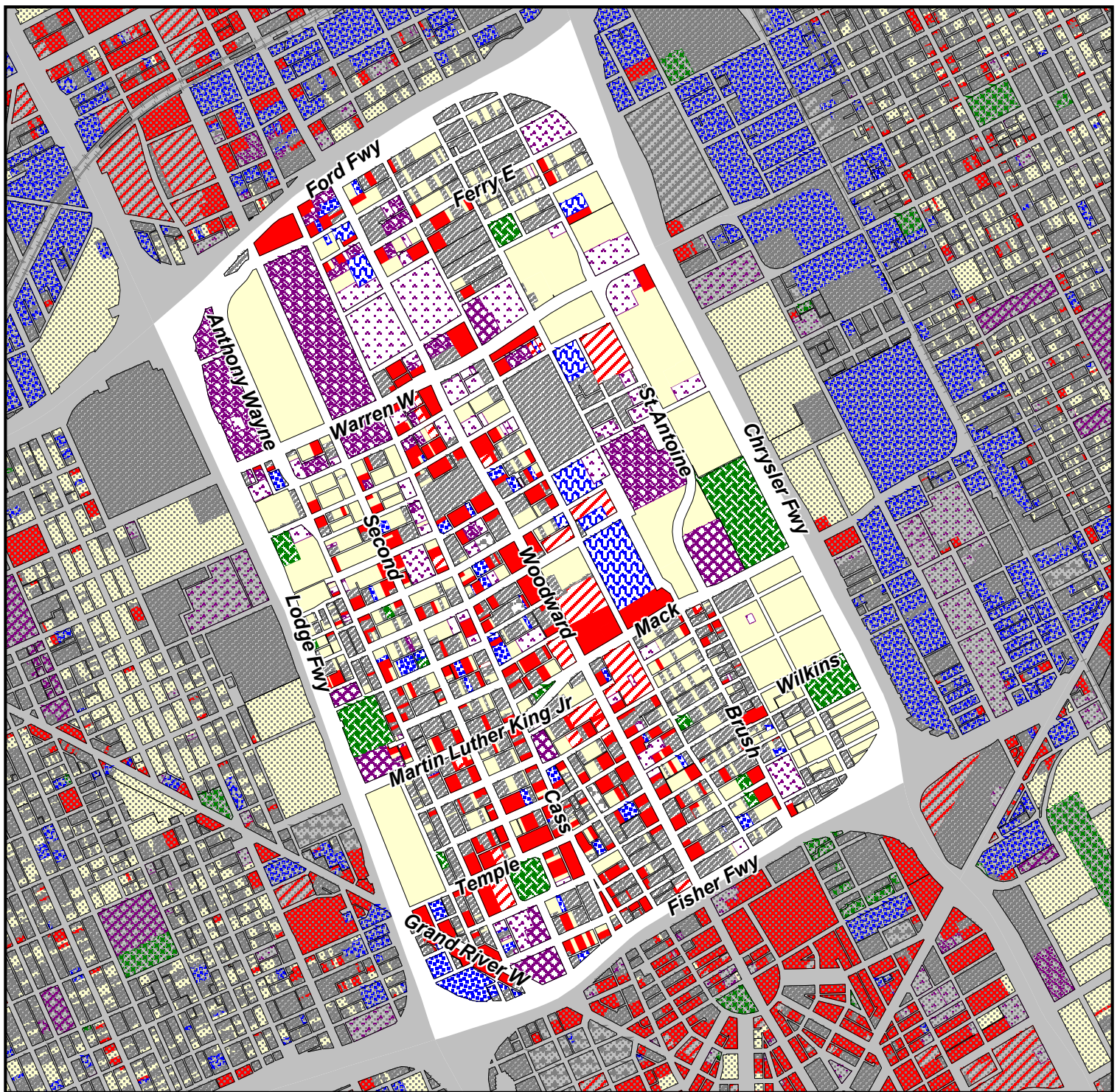
584

6.89%

\$75,000 or More

370

4.36%



Map 4-5A

City of Detroit
Master Plan of
Policies

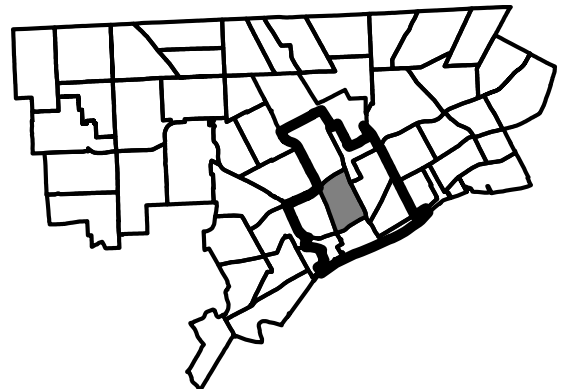
Neighborhood Cluster 4 Lower Woodward

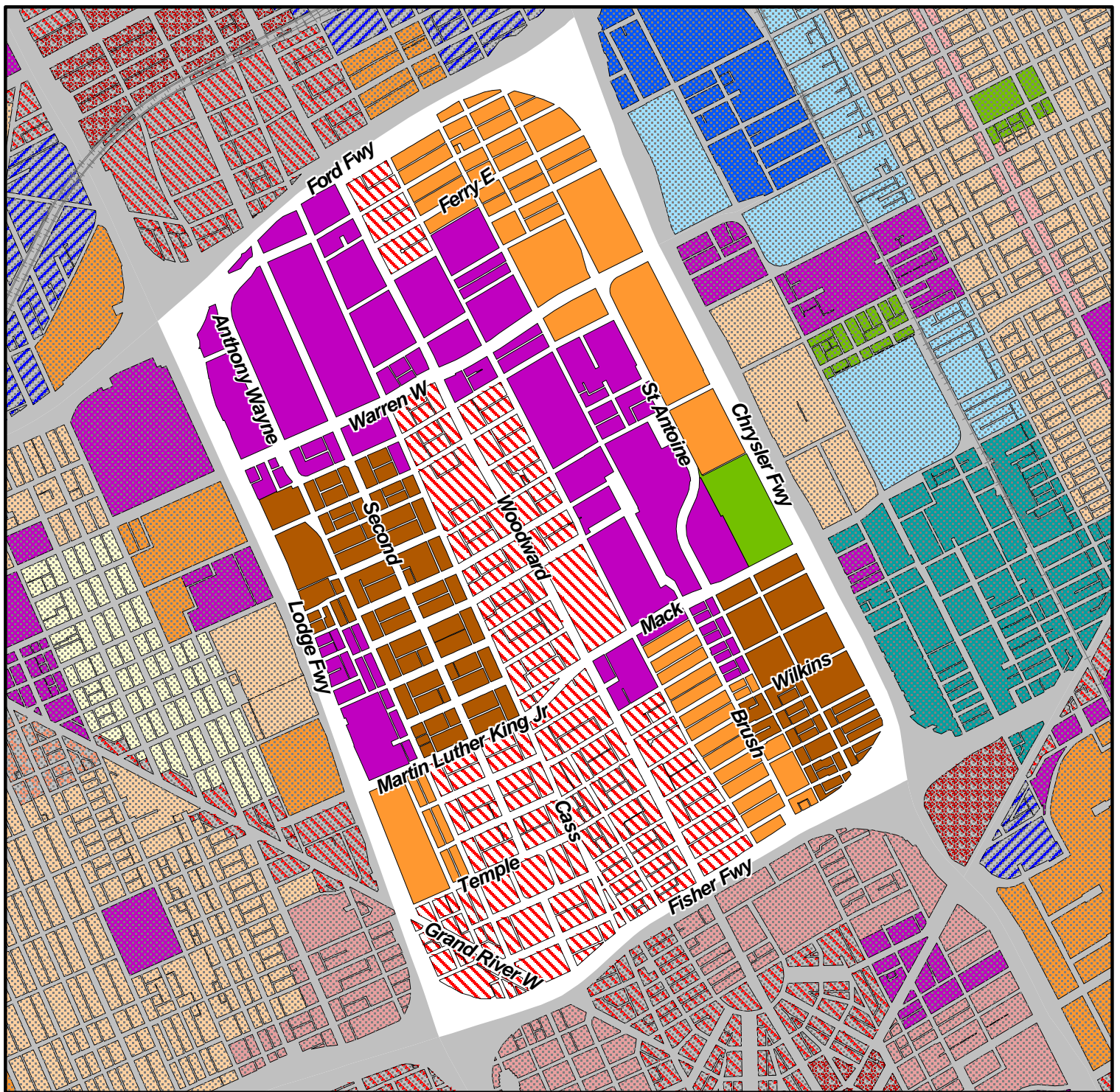


Existing Land Use * -

- | | |
|-------------------------|----------------------------|
| Residential | School - Primary/Secondary |
| Commercial | School - Other |
| Office | College/University |
| Industrial | Institutional |
| Transportation | Cemetery |
| Utilities/Communication | Recreation/Open Space |
| Hospital/Clinic | Vacant |

* January 2000 Existing Land Use. Sources:
Detroit Public Schools DataImage database;
Recreation Department Site Inventory;
Planning and Development Department's Property Information System (PINS);
Finance Department, Assessment Division's Integrated Physical Data System (IPDS).





Map 4-5B

City of Detroit
Master Plan of
Policies

Neighborhood Cluster 4 Lower Woodward



Future Land Use -

- | | |
|--------------------------------|--------------------------------|
| Low Density Residential | Light Industrial |
| Low-Medium Density Residential | Distribution/Port Industrial |
| Medium Density Residential | Mixed - Residential/Commercial |
| High Density Residential | Mixed - Residential/Industrial |
| Major Commercial | Mixed - Town Center |
| Retail Center | Recreation |
| Neighborhood Commercial | Regional Park |
| Thoroughfare Commercial | Private Marina |
| Special Commercial | Airport |
| General Industrial | Cemetery |
| | Institutional |

